WVBR

CORNELL RADIO GUILD, Inc.

– AT –

CORNELL UNIVERSITY

STUDIOS
WILLARD STRAIGHT HALL

OFFICES
126-8 EAST STATE STREET

PHONES 4-0671 – 4-3211 EXT. 2626

ITHACA, NEW YORK

*Local Advertising Rates**

EFFECTIVE AUGUST 1, 1953

	1 Time	15 Times	30 Times	60 Times	90 Times	120 Times
PROGRAMS:						
One Hour	$20.00	$18.00	$16.00	$14.00	$12.00	$10.00
Half Hour	12.50	11.25	10.50	9.00	7.75	6.50
Quarter Hour	8.00	7.30	6.60	6.00	5.25	4.50
5 Minutes	5.00	4.60	4.20	3.75	3.50	3.25

SPOT ANNOUNCEMENTS:

1 Minute	2.75	2.60	2.45	2.30	2.20	2.05
30 Seconds	2.00	1.85	1.75	1.60	1.55	1.50

SPECIAL FACILITY PROGRAMS:

Time Signals (MIN. 7 PER WEEK)	1.00	.90	.85	.70	.65	.60
United Press Spot News	2.50	2.25	2.10	2.00	1.85	1.75
Package Sports Events	*Rates on Request*					

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*ALL NATIONAL ADVERTISING SUBJECT TO IVY NETWORK RATES

WVBR

"The Voice of the Big Red"

640 ON YOUR DIAL

- WVBR is Ithaca's only nighttime AM Radio Station – broadcasting programs Cornellians *want* to hear.
- Cornell Students prefer WVBR 3 to 1 to the next most popular station.
- WVBR is a non-profit organization owned and operated solely *by* students–broadcasting *for* students.

WVBR is a member of the Ivy Network – where future America listens and learns to buy.

Contact the Station for further information.